

MAR 30 1942

SUN.	MON.	TUES.	WED.	THURS.	FRI.	SAT.
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FRANCES HUGHES, Editor

6 WEST 52nd STREET

NEW YORK N. Y.

ELdorado 5-3693

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

LAST-MINUTE ANNOUNCEMENTS FOR WEEK ENDING FRIDAY, MARCH 27, 1942
(See Calendar of March 16th, for week-end dates previously announced)

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday Evening March 27 7:30 P.M. On.....	AD. WOMEN'S ANNUAL DINNER-DANCE Festivities begin with dinner at 7:30 and include gaming, souvenirs, prizes and - as highspot of evening - special fashion skit with Paul MacNamara of Hearst Publications as Master-of-Ceremonies, and Powers Girls. Tickets, \$7.50 each, including dinner, from Advertising Women's Club, 47 West 34 St. Proceeds to United States Navy Relief Society. Publicity: Mrs. Marion B. Allen, MU. 2-2363.	ADVERTISING WOMEN OF NEW YORK	WALDORF ASTORIA HOTEL GRAND BALLROOM
Saturday March 28 1:00 P.M. Luncheon	BENEFIT LUNCHEON FASHION SHOW Vera Maxwell Designs created in British Fabrics will be featured at the Benefit Luncheon Fashion Show given by N.Y. Infirmary for Women & Children. June Hamilton Rhodes, Bureau of Fashion Trends, will direct and coordinate presentation, acting as fashion commentator. Open to public. Luncheon, \$3.15 (incl. tax). Press by invitation only. Publicity: Bureau of Fashion Trends, WI. 7-7476.	N.Y. INFIRMARY FOR WOMEN & CHILDREN	PIERRE HOTEL BALLROOM
Saturday March 28 4:00 P.M. Tea	EXHIBIT: PAINTINGS OF MISS CHANG KWAN YE Miss Chang Kwan Ye, one of China's outstanding women painters, who looks like an exquisite little China doll herself, will be introduced to the East in an exhibit of her water colors on bamboo scrolls, presented at the Studio of Mrs. F. S. Howard, 33 West 67th St. Chang Kwan Ye was taught to paint by Ko-Kei-Fung, the second sage of China (Confucius was the first) and her animals, birds, flowers, and landscapes have won her great acclaim. Press and Critics welcome to Saturday Tea. Exhibit continues through Sunday, March 29 and Monday, March 30. Contact: Mrs. F. S. Howard, SC. 4-3312.	MRS. F. S. HOWARD	STUDIO 33 WEST 67TH STREET

WEEK BEGINNING MONDAY, MARCH 30, 1942

Now Showing	SUMMER COLLECTION For appointment to see collection, contact: Alex Richlin, CH. 4-4131.	GINSBURG & ABELSON	1400 BROADWAY
Just Opened	NEW ART EXHIBIT Three decades of abstract art, the entire life period of the movement, will be spanned in a new exhibit, "Cubist and Abstract Acquisitions", just opened by the Museum of Modern Art. Publicity: Sarah Newmeyer, CI. 5-8900.	MUSEUM OF MODERN ART	11 WEST 53RD STREET
Monday March 30, Tuesday March 31 10:00- 6:00 P.M.	PRESS PREVIEW: "NEW ART CENTER" Madame Rubinstein, long a connoisseur, collector and sponsor of modern art, will open a new "Art Center" at her Salon. Opening exhibit, "Masters of Abstract Art", will show development of this abstract art-form from 1911 to 1942 with characteristic works of 60 outstanding artists such as Picasso, Braque, Brancusi, Duchamp, and others. <u>Press preview, Monday, Mar. 30th, 10 A.M. to 6 P.M. Private preview, Tues., Mar. 31st, from 3 to 6 P.M.; both by invitation.</u> Exhibit opens to public on Wed., April 1st. Admission, 25¢, proceeds to Red Cross War Fund. For photos and further information, contact: Exhibit Director, Stephan C. Lion, EL. 5-2100.	MADAME HELENA RUBINSTEIN	RUBINSTEIN SALON 715 FIFTH AVENUE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday March 30 11:00 A.M.	PRESS PREVIEW: ADVANCE FUR FASHIONS Gunther's will present "Advance Fur Fashions for Easter and the Spring and Summer to Follow", to members of the Fashion Press. By invitation. Publicity: Viola Shefer, PL. 3-2117.	GUNTHER'S	666 FIFTH AVENUE
Tuesday March 31 12:30 P.M. Luncheon	FASHION GROUP MONTHLY LUNCHEON MEETING The big monthly luncheon meeting of the Fashion Group will be addressed by one of its favorite speakers, Mr. Leo M. Cherne, Exec. Sec., Research Institute of America, author of "M-Day and What It Means To You" and "Your Business Goes to War". Mr. Cherne whose topic is "It's Later Than You Think" is making his third return engagement before the Fashion Group. Richard G. Meybohm, Dir., Sales Promotion Division, N.R.D.G.A., will speak on "Fall '42 - Retailing Travels a New Road". Members may bring as many guests as they wish. Luncheon, \$1.75 (incl. tip). Reservations, CI. 7-1734.	FASHION GROUP, INC.	HOTEL ASTOR BALLROOM
Tuesday March 31 1:00 P.M. Luncheon	RITZ LUNCHEON FASHION SHOW Walter Florell will present his newest hats during the Pre-Easter Luncheon Fashion Show in the Oval Room. Open to public. Luncheon, \$2. Press by invitation. Florell Publ.: Mr. Frederick, PL. 5-0895. Ritz Publ.: Marion Morrison, PL. 3-4600.	WALTER FLORELL (29 EAST 53RD ST.)	RITZ CARLTON HOTEL OVAL ROOM
Tuesday March 31 5:00 P.M.	PRESS PREVIEW: NEW "BATH LUXURY LINE" Charles of the Ritz will introduce a new, spring-scented bath luxury line, "Spring Rain", to members of the Fashion and Beauty Press at tea-time in Altman's Charleston Garden. Introductory tableaux promptly at 5:30 P.M. Publicity: Mercedes Von Bredow, SP. 7-1750.	CHARLES OF THE RITZ	B. ALTMAN'S CHARLESTON GARDEN, 5TH AVE. AT 34TH
Tuesday Evening March 31 8:15 P.M.	METROPOLITAN MUSEUM TELEVISION PROGRAM "Names In Public Places" will be the subject of the weekly television program presented by the Metropolitan Museum of Art, based on the "Arts of the Americas" Collections. Mr. Edwin L. M. Taggart of Museum Staff will present program. C.B.S. Television Publicity: Wil Marcus, WI. 2-2000.	METROPOLITAN MUSEUM OF ART AND C.B.S.	TELEVISION STATION WCBW (15 VANDERBILT AVENUE)
Wednesday April 1 Through April 25	RENOIR BENEFIT EXHIBIT An exhibit entitled "Renoir After 1900", including the great French artist's paintings since the turn of the century, many of them museum pieces lent to the Durand-Ruel Galleries for this occasion, will open on April 1st, to raise money for Homeless Children's Fund of Children's Aid Society. Admission \$2.00 on Wed., April 1st, gala day. Admission thereafter through April 25th, 50¢. All proceeds to Children's Aid Society. Press welcome. Contact: Mr. Elfers, Durand-Ruel Gallery, PL. 3-7037.	CHILDREN'S AID SOCIETY	DURAND-RUELL GALLERIES 12 EAST 57TH STREET
Wednesday April 1	NO LUNCHEON FASHION SHOW IN SERT ROOM OF WALDORF ASTORIA DURING HOLY WEEK.		
Thursday April 2	NO LUNCHEON FASHION SHOW IN PERSIAN ROOM OF PLAZA DURING HOLY WEEK.		
Thursday April 2	NO LUNCHEON FASHION SHOW IN COTILLION ROOM OF PIERRE DURING HOLY WEEK.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday Evening April 3 8:30 P.M.	TELEVISION PROGRAM: "NEW FABRICS, NEW FASHIONS" 3rd conservation program in the "America at War" series, broadcast by C.B.S. Television. Theme: "The Creation of New Fashions From New Fabrics". W.P.B. members will report on up-to-the-minute restrictions on the textile industry. Army uses of fabrics previously used for wearing apparel will be demonstrated. Victory materials and other scientific developments of Du Pont will be shown. 45-minute program will close with fashion show. Press invited. Contact: Wil Marcus, Television Publicity: WI. 2-2000.	COLUMBIA BROADCASTING SYSTEM	STATION WCBW 15 VANDERBILT AVENUE
Saturday April 4 10:00 A.M.	"TALK OF TEENS" CLUB MEETING The regular fortnightly meeting of the "Talk of the Teens" Club will take place on Sat. morning at 10:00 A.M. There will as usual be a presentation of Teen Fashions modeled by teen-age girls. Open to public. Press welcome. Publicity: Faith Willcox, MU. 9-7000.	B. ALTMAN	5TH AVE. AT 34TH ST. TALK OF TEENS SHOP

EASTER SUNDAY IN NEW YORK

Easter Sunday April 5 12-5 P.M.	EASTER SUNDAY BRACER-FASHION BREAKFAST The Madison's Sunday Bracer Breakfast will celebrate Easter, with prizes for the fanciest hats and best-looking costumes. Stars of Stage, Screen, Radio, and Society Fashion Leaders will be on hand and a local wit and fashion reporter will comment on their costumes. Breakfast \$1.75. Publicity: Mr. Thomas Kelley, VO. 5-5000.	MADISON HOTEL	12 EAST 58TH STREET
Easter Sunday April 5 12 Noon On.....	EASTER SUNDAY BREAKFAST The Ambassador will serve Easter Sunday Breakfast or Luncheon from Noon on, without benefit of organized fashion program. Luncheon, \$1.50 and \$1.75. Publicity: Corinne Buchanan, WI. 2-1000.	AMBASSADOR HOTEL	PARK AVE. AT 51ST ST.
Easter Sunday April 5	EASTER SUNDAY BREAKFAST Although there is no planned program for Easter Sunday Breakfast or Luncheon at the Plaza, it is traditional for many New Yorkers to drop in there after Church for Sunday Breakfast or Luncheon in the Terrace Room. Publicity: Joseph Ryle, PL. 3-6744.	PLAZA HOTEL	5TH AVE. AT 59TH ST.
Easter Sunday April 5 1:00 P.M. Luncheon	ANNUAL "EASTER BONNET AND TOP HAT" LUNCHEON This year's Annual "Easter Bonnet and Top Hat Luncheon" will be Stage Relief Fund benefit for families of theatrical men at war. Prizes will be awarded to best-dressed luncheon guests. Gentlemen's jury consisting of Cholly Knickerbocker, Samuel Barlow, Otto Soglow, Count Maurice Dekker, Col. Charles H. Bauer, Lt. McClelland Barclay, Lt. Fairfield Day and Lt. Col. Harold Hinton, will pass on ladies' bonnets. Ladies' jury consisting of Miss Jean Tennyson, Miss Patricia Coffin and Mrs. Tackaberry McAdoo will select prize-winning gentlemen. Outstanding personalities of Stage, Screen, the Arts, Society and the Military will be on hand. Open to public. Luncheon, \$3.00. Press strictly by invitation. Publicity: Lydia Marcus, VO. 5-2800, Ext. 390.	STAGE RELIEF FUND	SHERRY NETHERLAND HOTEL 5TH AVE. AT 59TH ST.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Easter Sunday April 5	EASTER SUNDAY LUNCHEON There will be no organized fashion program at the Pierre. However, both the Café and the Cotillion Room will serve special Easter Sunday luncheons, priced from \$1.50 up in Cafe; and \$2 in Cotillion Room. Publicity: Kathleen Moran, RE. 4-5900.	HOTEL PIERRE	5TH AVE. AT 61ST ST.
Easter Sunday April 5 3:30- 4:45 P.M.	PROGRAM OF EASTER MUSIC A program of recorded mediaeval music appropriate to the Easter season will be presented by the Metropolitan Museum of Art in the Romanesque Chapel and the Romanesque Hall of the Cloisters in Fort Tryon Park. Programs will continue throughout entire summer on Tuesday and Thursday afternoons at 3:30 P.M. played in garden court when weather permits. Spring flowers are already abloom in the gardens and the indoor court has been made especially festive for Easter with orange trees, grape hyacinth and Madonna lilies. Put the Cloisters on your calendar for Easter Sunday afternoon. Admission, free. Publicity: Alice Merriam, RH. 4-7690.	METROPOLITAN MUSEUM OF ART	THE CLOISTERS FORT TRYON PARK
Easter Sunday April 5 4:30 P.M. On.....	EASTER SUNDAY CONCERT The Waldorf will present an Easter Sunday Concert at tea-time in the Park Avenue Terrace. Mischa Borr and his orchestra will play a program of Easter music, with choral singing by the vested choir of the Blessed Sacrament Church, under direction of Warren E. Foley. Minimum: \$1.00 per person. Publicity: Ted Saucier, EL. 5-3000.	WALDORF ASTORIA HOTEL	PARK AVE. AT 50TH ST. PARK AVENUE TERRACE
Monday April 6	INTRODUCING "REAP THE WILD WIND" FASHIONS Adaptations of original costumes designed by Natalie Visart for Paulette Goddard, star of forthcoming Cecil DeMille technicolor picture, "Reap the Wild Wind", will make their debut at Best's, following Music Hall Premiere of movie on Thursday, March 26th. Participating mfrs. include: Roberta Gowns, Evening Dresses, (530 7th); Bert Schnurer-Cabana, Play Clothes, (1410 B'way); Edward Macksoud, Negligées, (45 E. 30th); Sally Victor, Hats, (18 E. 53rd); and Helitzer, Blouses, (525 7th). For further information, tie-ins, etc., contact: Helen Gardner, Modern Merchandising Bur., MU. 2-4949.	BEST & COMPANY	5TH AVE. AT 35TH ST.
Monday April 6 4:00- 7:00 P.M.	TEA-DANCE PREVIEW: "HISTORICAL CANADIANA" The William H. Coverdale Collection of "Historical Canadiana" as well as a collection of modern Canadian art, will be presented at the Grand Central Art Galleries under the auspices of the Maple Leaf Fund. Preview and tea-dance will formally open two-week exhibit. Proceeds to United Nations War Relief. Preview admission, \$2.20 (incl. tax). Tickets from Mrs. Gibson, Maple Leaf Fund, 601 Fifth Ave. Exhibit opens to public on following day. Admission, 50¢ for duration. Press and Critics by invitation. Publicity: Madeleine Riordan, Hampshire House, CI. 6-7700.	UNDER AUSPICES OF MAPLE LEAF FUND	GRAND CENTRAL GALL. 15 VANDERBILT AVENUE
Tuesday April 7 1:00 P.M. Luncheon	RITZ LUNCHEON FASHION SHOW Nelson-Hickson will be the Fashion Exhibitor during luncheon in the Oval Room. Open to public. Luncheon, \$2. Press by invitation. Publicity: Marion Morrison, PL. 3-4600.	NELSON-HICKSON INC. (9 WEST 57TH STREET)	RITZ CARLTON HOTEL OVAL ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday April 8 1:00 P.M. Luncheon	SERT ROOM LUNCHEON FASHION SHOW Kathleen Inc. will be the Fashion Exhibitor during luncheon in the Sert Room. Open to public. Luncheon, \$2. Press by invitation. Publicity: Ted Saucier, EL. 5-3000.	KATHLEEN INC. (118 EAST 60TH ST.)	WALDORF ASTORIA HOTEL PARK AVE. AT 51ST ST.
Wednesday April 8 1:00 P.M. Luncheon	"BUTTON-UP" FASHION SHOW "Sew your own and save, and give what you save to Navy Relief" is the theme and patriotic motive with which La Mode Buttons presents a "Button-Up" fashion show of Spring Costumes made from McCall Patterns during luncheon in the Grand Ballroom of the Pierre. Open to public. Admission, \$3.00 including luncheon. Proceeds to Navy Relief Society. Press strictly by invitation. Publicity: Jack Goehring (Madeline Marcia), PL. 3-2991.	LA MODE BUTTONS	HOTEL PIERRE GRAND BALLROOM
Wednesday April 8 4:30 P.M.	PRESS PREVIEW: NEW BRIGANCE COLLECTION Lord & Tayylor will present the new Brigance Collection of Playclothes and Beachwear to members of the Fashion Press. Strictly by invitation. Publicity: Mrs. Eleanor Howard, WI. 7-3300.	LORD & TAYLOR	5TH AVE. AT 38TH St. THE BIRD CAGE
Thursday April 9- May 9	OPENING DATE OF CIRCUS Publicity: Rowland Butler, Piccadilly Hotel, CI. 6-6600. (After March 30th.)	RINGLING BROS., BARNUM & BAILEY	MADISON SQ. GARDEN 8TH AVE. AT 50TH ST.
Thursday April 9- Saturday May 9	OPENING: JAMAICA SPRING RACE MEET Open to public. General admission, \$1.50 (incl. tax), in grand stand. Club House admission, \$4. For further information, MA. 4-1940.	METROPOLITAN JOCKEY CLUB	JAMAICA TRACK JAMAICA, LONG ISLAND
Thursday April 9 1:00 P.M. Luncheon	COTILLION ROOM LUNCHEON FASHION SHOW Hats by Helène Garnell (515 Madison Ave.) complemented by "Brazilian Gems in Modern Jewels" designed by Nadja Buckley (14 East 75th), will be presented during luncheon in the Cotillion Room. Open to public. Luncheon, \$2. Press by invitation. Publicity: Kathleen Moran, RE. 4-5900.	HELENE GARNELL & NADJA BUCKLEY	PIERRE HOTEL 5TH AVE. AT 51ST ST.
Friday April 10	7TH ANNUAL BALL Two big name bands and Broadway's best entertainers. Tickets, \$1.10 from Newspaper Guild, 40 East 40th St., MU. 3-8296. \$2.20 at door.	NEWSPAPER GUILD OF NEW YORK	HOTEL ASTOR B'WAY AT 45TH ST.
Week of April 11- April 18	UNITED CHINA RELIEF WEEK United China Relief will inaugurate their 1942 drive for funds on April 11th. Entire week will be devoted to great national campaign extending through all social and industrial groups of America. To tie-in to various activities, contact: Kathleen Connor, Mdse. Dir., U.C.R. CI. 5-4100. There are posters, photographs, publicity releases, and radio scripts available. Sunday is Church Day; Monday--Cultural Relations Day; Tuesday--Women's Day; Wednesday--Children's Day; Thursday--China's Trade Day; Friday--Mercy Day; Saturday--Festival Day; Final Sunday--Day of Thanks. National headquarters at 1790 Broadway, will help you tie-in to any of the activities of the week.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Saturday April 11	<p>"SPRING OFFENSIVE", RUSSIAN WAR RELIEF CAMPAIGN</p> <p>With the Slogan, "For Victory This Year - Help Russia This Spring!" Russian War Relief undertakes a "Spring Offensive" campaign for funds for medical and humanitarian relief to Russia. Program begins with city-wide, day-long conference at Hotel Commodore beginning, Sat., April 11th, 10:30 A.M. Conference will be followed by intensive six-weeks campaign including luncheon on April 14th at Waldorf Astoria Hotel given by Women's Division of R.W.R. in honor of Mrs. Franklin D. Roosevelt and Madame Ivy Litvinov. Concert and ball follow at Commodore, on April 17th. Climax: gigantic rally in Madison Square Garden, May 20th. For complete details and ways and means of tieing in, contact: Russian War Relief, 535 Fifth Ave., VA. 6-3203.</p>		
Monday April 13 Through May 9	<p>EXHIBIT OF FLEMISH ART</p> <p>An exhibit of Flemish Primitives, many never before displayed in this country, will be held at Knoedler Galleries under auspices of Belgian Embassy, to raise funds for Belgian soldiers fighting with United Nations Forces. Sponsoring Committee includes Belgian Ambassador, George Theunis; Mrs. Franklin D. Roosevelt; and Governor Lehman. Tea-time preview on Monday, April 13th by invitation. Exhibit opens to public on following day with general admission of 50¢. Publicity: Evelyn Gerstein Associates, CI. 6-7632.</p>	BELGIAN EMBASSY	<p>KNOEDLER GALLERIES 14 EAST 57TH STREET</p>
Tuesday April 14 1:00 P.M. Luncheon	<p>RITZ LUNCHEON FASHION SHOW</p> <p>Mary Lewis will present a Cotton Fashion Revue during luncheon in the Oval Room. Open to public. Luncheon, \$2. Press by invitation. Publ.: Rosemary Sheehan, CI. 7-4401. Ritz Publ.: Marion Morrison, PL. 3-4600.</p>	<p>MARY LEWIS (638 FIFTH AVE.)</p>	<p>RITZ CARLTON HOTEL OVAL ROOM</p>
Tuesday April 14, Wednesday April 15 2:30 P.M.	<p>VOGUE PATTERN FABRIC SHOW</p> <p>B. Altman will present a Customer's Fashion Show of new Spring Costumes made from Vogue Patterns in new Spring Fabrics. Press welcome. Publicity: Faith Willcox, MU. 9-7000.</p>	B. ALTMAN	<p>5TH AVE. AT 34TH ST. FABRIC DEPT., 2 FL.</p>
Tuesday April 14 Through April 17 (Time Later)	<p>1942 PACKAGING EXPOSITION</p> <p>12th Packaging Exposition and Conference of the American Management Assoc. This year's parley will concentrate on current problems in packaging, including efficient use of existing materials and development of substitutes for materials not available in future. Admission to Exhibits, free. Admission fee for Conference in later issue of FASHION CALENDAR. For further information, Mr. James O. Rice, Ed. American Management Assoc., BR. 9-6055.</p>	<p>AMERICAN MANAGEMENT ASSOCIATION</p>	<p>HOTEL ASTOR B'WAY AT 45TH ST.</p>
Mid- April	<p>1ST SHOWING CHILDREN'S FALL COAT LINES</p> <p>Probable opening date of first Children's Fall Coat Lines, early, in effort to prevent delivery tieups.</p>	<p>CHILDREN'S COAT MANUFACTURERS</p>	<p>INDIVIDUAL SHOWROOMS</p>
Wednesday April 15 1:00 P.M. Luncheon	<p>SERT ROOM LUNCH- EON FASHION SHOW</p> <p>Henri Bendel will present "Young-Timers' Fashions" from their "Young-Timers' Shop" during luncheon in the Sert Room. Open to public. Luncheon, \$2. Press by invitation. Bendel Publ.: Frances Anderson, CI. 7-1100. Waldorf Publ.: Ted Saucier, EL. 5-3000.</p>	<p>HENRI BENDEL (10 WEST 57TH ST.)</p>	<p>WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.</p>

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday April 16 1:00 P.M. Luncheon	COTILLION ROOM LUNCH- EON FASHION SHOW Henri Bendel will repeat their presentation of "Young-Timers' Fashions" from their "Young-Timers' Shop" during luncheon in the Cotillion Room. Open to public. Luncheon, \$2. Press by invitation. Bendel Publ.: Frances Anderson, CI. 7-1100. Pierre Publ.: Kathleen Moran, RE. 4-5900.	HENRI BENDEL (10 WEST 57TH ST.)	PIERRE HOTEL 5TH AVE. AT 51ST ST.
Monday April 20 High Noon (Time Tentative)	DIAMOND FASHION SHOW "Diamonds and the Call to Arms" will be the theme of an N. W. Ayer Press Show stressing Diamond Engagement Rings and the Industrial Diamond. Show will be staged like engagement announcement party, presenting the role of diamonds in romance and also in the winning of the war. Strictly by invitation. Publicity: Nancy Hughes, N. W. Ayer, CI. 6-0200.	N. W. AYER & SON	SHERRY'S 300 PARK AVENUE
Tuesday April 21 1:00 P.M. Luncheon	RITZ LUNCHEON FASHION SHOW J. J. Jonas, Ltd., will present new gowns and millinery during luncheon in the Oval Room. Open to public. Luncheon, \$2. Press by invitation. Publicity: Marion Morrison, PL. 3-4600.	J. J. JONAS, LTD. (12 EAST 56TH ST.)	RITZ CARLTON HOTEL OVAL ROOM
Wednesday April 22- Thursday April 23	PHILADELPHIA FASHION CONGRESS 9th Annual Fashion Congress conducted for benefit of Reed Street Neighborhood House and Summer Camp for Children. 100 Philadelphia and New York retailers will participate. New York firms taking part in fashion events include: New York Dress Institute; Bergdorf Goodman; British Tweeds; Hattie Carnegie; Jaeckel's; Jay Thorpe; Farquharson & Wheelock; Lucie Spilo; American Viscose Co., and Cotton Textile Institute. For complete list of exhibitors and other information, contact: Fashion Congress Director, Mrs. Charlton Yarnal, 1528 Walnut St., Philadelphia. Phone: Pennypacker 6132.		BELLEVUE-STRATFORD HOTEL PHILADELPHIA, PA.
Beginning Wednesday April 22 Through Month of June (Exact Time of Press & Members' Previews in later Issue)	IMPORTANT EXHIBIT:- "RENAISSANCE IN FASHION, 1942" First exhibit of contemporary costumes and dress fabrics to be held at Metropolitan Museum of Art. Participating Designers include: Ethel Frankau, Bergdorf Goodman, Chairm. of Committee; Bertha Stern, Henri Bendel; Leslie Morris and Mark Mooring, Bergdorf Goodman; Fira Benenson, Bonwit Teller; Wilson Folmar, Jay Thorpe; Sophie Gimbel, Saks 5th Avenue; Valentina; Jessie Franklin Turner; Hattie Carnegie; Germaine Monteil; Nettie Rosenstein; and Omar Kiam. Textile Exhibitors, headed by Dr. H.D.W. Smith of the A.M. Tenney Associates, include: S. Stroock; A.D. Juilliard; John Walther; J.P. Stevens; Catoir Silk; Celanese Corp.; Cheney Bros.; American Bemberg; Glendale; Everfast; Haffner Associates; and Sidney Blumenthal. Series of lectures will accompany exhibit, directed by Mr. M.D.C. Crawford, Research Ed., Fairchild Publications. For complete information, contact: Special Publicity: Evelyn Gerstein Associates (Miss Roll) CI. 6-7632.	METROPOLITAN MUSEUM OF ART	5TH AVE. AT 82ND ST.
Saturday April 25 Through May 2	6TH ANNUAL CROCHET CONTEST 6th Annual National Crochet Contest, conducted through stores and newspapers, includes two retail competitions: window display contest for stores; and enrollment contest, open to women throughout the country. Prizes will be awarded for the best items submitted and for the greatest number of enrollments by clerks in stores. To tie-in, contact: Sally Dickason, National Needlecraft Bureau, 385 Fifth Avenue, LE. 2-4455.	NATIONAL NEEDLE- CRAFT BUREAU	THROUGHOUT COUNTRY

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday April 28 1:00 P.M. Luncheon	RITZ LUNCHEON FASHION SHOW Franklin Simon will present an All-Cotton Fashion Show during luncheon in the Oval Room. Open to public. Luncheon, \$2. Press by invitation. Franklin Simon Publ.: Mrs. Mildred Kaldor, WI. 7-9600. Ritz Publ.: Marion Morrison, PL. 3-4600.	FRANKLIN SIMON (414 FIFTH AVENUE)	RITZ CARLTON HOTEL OVAL ROOM
Wednesday April 29 1:00 P.M. Luncheon	SERT ROOM LUNCH- EON FASHION SHOW Saks 5th Avenue will present Beach Wear and Play Fashions during luncheon in the Sert Room. Open to public. Luncheon, \$2. Press by invitation. Saks Publ.: Dorothy Harness, PL. 3-4000. Waldorf: Ted Saucier, EL. 5-3000.	SAKS FIFTH AVENUE (611 FIFTH AVENUE)	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.
Friday May 1	CLOSING DATE: DESIGN CONTEST The Chicago Tribune's 3rd Annual American Design competition will have for its theme "What Will Women Wear in War Time". Aim of contest: to encourage original American design. Open to anyone who has lived in United States prior to March 1st, 1942. Prize awards total \$7,500; 1st prize, \$3,000; 2nd prize, \$2,000; 3rd prize, \$1,000; and 30 prizes of \$50 each. Mrs. Grace Pickering heads committee of judges. Prize-winning garments will be shown either in last week of July or first week of August, tying in with regular Fall openings of Chicago Fashion markets. <u>Designers note:</u> "Economy and use of easily obtainable simple materials will count heavily in judging."	CHICAGO TRIBUNE	CHICAGO ILLINOIS
Friday May 1- May 17 Preview Thursday 4/30, 2-6	EXHIBIT: MEXICAN COSTUME SKETCHES The Young People's Gallery of the Museum of Modern Art will exhibit a number of original Mexican costume sketches by Carlos Merida, lent by the Art Institute of Chicago. Press and Critics preview preceding day, Thursday, April 30th from 2-6 P.M., by invitation. Publ.: Sara Newmeyer, CI.5-8900.	MUSEUM OF MODERN ART	YOUNG PEOPLE'S GALLERY 11 WEST 53RD STREET
Saturday May 2	68TH RUNNING OF KENTUCKY DERBY		CHURCHILL DOWNS LOUISVILLE, KENTUCKY

OPENING OF FALL SHOE LINES

Sunday May 3	N.Y. QUALITY MFRS., VANDERBILT HOTEL ST. LOUIS MFRS., PENNSYLVANIA HOTEL	OTHER OUT-OF-TOWN MFRS., McALPIN HOTEL VOLUME SHOE MFRS., NEW YORKER HOTEL
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Individual Dealer Showings Follow:

Monday May 4 12:30 P.M. Luncheon	DEALERS' LUNCHEON Newton Elkin's Annual Dealers' Luncheon will be addressed by John B. Swinney, Mng. Dir., Uptown Retail Guild, whose topic will be "Don't Sell Your Better Shoe Business Short". Mrs. Ruth Rusling, O'Dea, Sheldon & Canaday, will as usual relate Fall Shoe Fashion to the Fall Fashion picture. For Newton Elkin Dealers only. By invitation. Publicity: Paul Elkin, LO. 5-6569.	NEWTON EKLIN	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.
Tuesday May 5 10:30 A.M.	PRESENTATION OF NEW FALL LINE Mrs. Faie Joyce will present her new Fall Play Shoe Collection to Joyce Dealers at 10:30 A.M. Press showing follows at 4:30 P.M., both by invitation. Contact: Mr. F. Baker, CH. 4-3021.	JOYCE INC.	McALPIN HOTEL BLUE ROOM

NOTE: MILLER, DELMAN, PALTER, and SCHWARTZ & BENJAMIN Showings to be announced in later issue of FASHION CALENDAR.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday May 5 1:00 P.M. Luncheon	RITZ LUNCHEON FASHION SHOW De Pinna will be the Fashion Exhibitor during luncheon in the Oval Room. Open to public. Luncheon, \$2. Press by invitation. De Pinna Publ.: Dorothy Coburn, VO. 5-4800. Ritz Publ.: Marion Morrison, PL. 3-4600.	DE PINNA	RITZ CARLTON HOTEL OVAL ROOM
Beginning Wednesday May 6	ART SALE FOR ARMED SERVICES Museum of Modern Art will conduct a sale of paintings, water-colors, drawings and prints by noted artists of past and present, to raise funds for extension of its Armed Services Program. Pictures are being donated by friends of the Museum, by art dealers and collectors. Sale opens May 6th with exhibit, and concludes on May 28th with evening party in garden of Museum. Details in later issue of FASHION CALENDAR. Publicity: Sarah Newmeyer, CI. 5-8900.	MUSEUM OF MODERN ART	11 WEST 53RD STREET

HOME FURNISHINGS CALENDAR

Beginning Monday March 30	TABLE SETTING CONTEST Macy's will display 12 table settings, each arranged by a prominent woman's club in the Metropolitan sector. All displays will have fresh flower arrangements. Settings will be judged by popular ballot and three professional judges. \$200 will be awarded in cash prizes. Contest closes at 4:30 P.M., April 4th and tables will remain on view an extra week to permit Press and public to see prize-winners. Publicity: Jeanne Sherry, CH. 4-2000.	R. H. MACY & CO., INC.	HERALD SQUARE
Tuesday Evening March 31 8:15 P.M.	ROUND TABLE DISCUSSION Question for discussion, "Is Mass Decoration or Individual Decoration Going to be the Tendency of the Future?" Outstanding representatives of various decorative fields - magazines, individual decorators, department stores, designers, architects and government projects - will discuss future trend of decoration. Tickets, \$1.10 each. Reservations from WI. 2-6055. Publicity: Denise Abbey, Exec. Sec., WI. 2-6055.	DECORATORS' CLUB	745 FIFTH AVENUE
Beginning Tuesday April 7	BIENNIAL EXHIBIT OF BOOKMAKING Biennial exhibit of members' work, including book-binding, illuminating, and all related book-crafts. Examples of work from all over country. Contact: Denise Abbey, WI. 2-6055.	GUILD OF BOOK WORKERS	DECORATOR'S CLUB 745 FIFTH AVENUE

FOUR BIG FURNITURE MARKETS

April 19	JAMESTOWN	April 27	CHICAGO
April 21	GRAND RAPIDS	May 4	NEW YORK CITY

DATES AHEAD

Mar. 29	PALM SUNDAY
Apr. 2	1ST DAY OF PASSOVER (Thursday)
Apr. 5	EASTER SUNDAY
Apr. 6	ARMY DAY (Monday)
Apr. 14	PAN-AMERICAN DAY (Tuesday)
May 10	MOTHER'S DAY (Sunday)
May 30	MEMORIAL DAY (Saturday)
June 21	FATHER'S DAY (Sunday)
June 21	1ST DAY OF SUMMER (Sunday)

RED LETTER WEEKS

Mar. 28-4/4	NATIONAL BASEBALL WEEK
Apr. 1-7	CONSERVATION WEEK
Apr. 11-19	AMERICA'S HOME WEEK
Apr. 16-25	NATIONAL HARDWARE WEEK
Apr. 20-25	NATIONAL NOTION WEEK
Apr. 26-5/2	NATIONAL BABY WEEK
May 3-10	NATIONAL MUSIC WEEK
May 15-23	NATIONAL COTTON WEEK
May 23-30	NATIONAL TENNIS WEEK

MUSIC... THEATRE... MOVIES... NIGHT SPOTS

- Now "TO THE SHORES OF TRIPOLI" (Cinema) ROXY THEATRE, 7TH AVE. AT 50TH ST.
 Showing 20th Century Fox Technicolor picture starring John Paine, Maureen O'Hara and Randolph Scott. Publicity: Mrs. Janet Sawyer, CO. 5-3320.
- Now "THE BUGLE BLOWS" (Cinema) CAPITOL THEATRE, B'WAY AT 51ST ST.
 Showing M.G.M. picture starring Wallace Beery and Marjorie Main, instead of "The Lady is Willing" originally scheduled to go into Capitol Thursday, March 26th. M.G.M. Publicity: Art Schmidt, BR. 9-7800.
- Saturday... PREMIERE: "IT'S ABOUT TIME" BARBIZON PLAZA THEATRE, 6TH AVE. AT 59TH
 March 28 Martin Blaine musical revue with Tamaris and others. Will play several performances at Barbizon Plaza before opening on Broadway. Contact: Martin Blaine, LA. 4-9655.
- Tuesday ... "GONE WITH THE WIND" (Cinema) RETURNS TO ASTOR THEATRE, B'WAY AT 45TH ST.
 March 31 Continuous run at popular prices. David Selznick Technicolor production starring Clark Gable, Vivian Leigh, Olivia de Havilland, Leslie Howard, etc.
- Wednesday... NEW SHOW IN RAINBOW ROOM ROCKEFELLER CENTER
 April 1 Leo Reisman, one of country's best-known orchestra leaders, begins engagement at Rainbow Room. New show will feature Helen Tamiris, modern dancer, assisted by company including Ida Soyer and Daniel Nagrin; Mimi Benzell and Leon Lischener, vocalists, and Genevieve Pitot, pianist and musical director. Publicity: Ed Seay, CI. 5-9000.
- Wednesday... PREMIERE: "MY FAVORITE BLOND" (Cinema) PARAMOUNT THEATRE, B'WAY AT 44TH ST.
 April 1 Paramount picture starring Madeline Carroll and Bob Hope. Clothes by Edith Head. Paramount Publicity: Aileen St. John Brenon. CH. 4-7040.
- Wednesday... CELANESE'S "GREAT MOMENTS IN MUSIC" WABC-COLUMBIA NETWORK
 April 1 Departing from its customary program of excerpts from grand opera, "Great 10:15 P.M. Moments in Music" will present a special program of Easter Music in celebration of "Holy Week". Jean Tennyson, Soprano, Jan Pearce, Tenor, and Robert Weede, Baritone, will be starred with chorus and orchestra conducted by George Sebastian. Publicity: Bureau of Industrial Service, AS. 4-8400.
- April 2 ... PAUL DRAPER, DANCER, OPENS IN WALDORF ASTORIA'S WEDGEWOOD ROOM AT SUPPER
- Friday..... BROADWAY PREMIERE: "NATHAN THE WISE" BELASCO THEATRE, 115 WEST 44TH ST.
 April 3 Erwin Piscator production of 18th Century classic by Gotthold Ephraim Lessing, adapted by Ferdinand Bruckner, going from Studio Theatre to Belasco where it makes its Broadway debut. Cast includes Herbert Berghof, Olive Deering, Alfred Ryder, Betinna Cerf, and others. Publicity: C. P. Greneker, CI. 6-9500.
- Saturday... RUSSELL SWANN BEGINS ENGAGEMENT AT PERSIAN ROOM IN PLAZA HOTEL, 5TH AT 59TH
 April 4 A master-magician. Bill also includes prima donna Sara Ann McCabe.
- April 5.... CAROL BRUCE MAKES DÉBUT AT COPACABANA, 10 EAST 60TH STREET
- Monday..... PREMIERE: "THE MOON IS DOWN" MARTIN BECK THEATRE, 302 W. 45TH ST.
 April 6 Dramatization of John Steinbeck novel, produced by Oscar Serlin with Ralph Morgan, Otto Kruger, Whitford Kane and Joseph Sweeney in cast. Costumes supervised by Rose Bogdanof. Publicity: Harry Forwood, CI. 5-6371.
- Monday..... TWO WEEK-SEASON OF BALLET AT METROPOLITAN OPERA COMPANY, B'WAY AT 39TH ST.
 April 6 For the first time, two major ballet companies, the Ballet Russe de Monte Carlo and the Ballet Theatre, both under Hurok Management, will share a two weeks season at the Met. Over 35 ballets will be offered by both companies including premières of new ballets. Ballet Theatre opens bill with "Les Sylphides", "Russian Soldier" (N.Y. Première of Fokine's latest work based on Prokofieff's "Lt. Kije") and "Bluebeard". Publicity: Gerald Goode, CI. 5-6371.